Traffic Order# 44902 9776216 Ver# 2 Status Returned Rep Order# EC'd Yes

Printed: 08/22/2012 10:35 AM Last Received: 07/25/2012 10:10 AM

Showing Buylines: All Rep & Sta Revised Lines

WKRC-TV CINCINNATI, OH Station

) POLITICAL ISSUE GROU Advertiser (Product CROSSROADS GPS

Estimate# 1000

ANNE BRAUNSCHEIDEL Buyer

Phone# Fax#

Agency) MENTZER MEDIA SERVICES

600 FAIRMOUNT AVE, SUITE 306 TOWSON, MD 21286

Agency C/P1/P2/E //1000

Flight Dates 10/30/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () ALEXANDRA BRADLEY

1 of 2

Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 10 & 11 t/r lynda/jim

LT	Ln	Day	Time	Program	I	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
					-								
	*10	SA	9P-10P	CRIMETIME	:	: 30	s1,200.00	11/03-11/03	1	1	1	\$1,200.00	
		Station	Remark:	V2 lx na 11/3 sched change. big east football	mg sat 11,	/3 12-3	30p ncir						
	*11	SA	10P-11P	48 HRS	:	:30	s2,000.00	11/03-11/03	1	1	1	\$2,000.00	
		Station Remark:		V2 1x na 11/3 sched change. sec football ncir	mg sat 11,	/3 330-	7p						

---REPORT TOTALS---

Report Totals: 2 / \$3,200.00

--- SALES MONTHLY TOTALS---

Nov 12: 42 / \$96,900.00 Sales Totals: 42 / \$96,900.00 Station Totals: 42 / \$96,900.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

0% WCPO 22% Market Totals \$312,581 CABL 0% EKRC 0% UNKN 0% WBQC

2 of 2 Rep Order# 9776216 Ver# 2 Status Returned Traffic Order# 44902 Printed: 08/22/2012 10:35 AM Last Received: 07/25/2012 10:10 AM EC'd Yes Showing Buylines: All Rep & Sta Revised Lines

Salesperson (

0 원

) MENTZER MEDIA SERVICES Rep Firm Station WKRC-TV CINCINNATI, OH Agency Sales Office () WASHINGTON Advertiser () POLITICAL ISSUE GROU 600 FAIRMOUNT AVE, SUITE 306 TOWSON, MD 21286) ALEXANDRA BRADLEY

Agency C/P1/P2/E Estimate# 1000 //1000 10/30/2012 - 11/06/2012 Salesperson Phone# 202-955-5342 Buyer ANNE BRAUNSCHEIDEL Flight Dates

Salesperson FAX# 202-955-5348 Phone# Hiatus Weeks Fax#

31% WXIX 198 WKRC WLWT 28% WSTR

null Books

CROSSROADS GPS

RA35+

Product

Demos

Connell II, Jim

From: Sent:

dmcullah@wkrc.com Monday, August 20, 2012 12:39 PM Connell II, Jim; Williams, Lynda Spot - Preempt: Crossroads Grass Root Political - 44902

Subject:

: | |-

different actions This email notification contains (2)

Station: WKRC-TV

Information: Order

Order #: 44902 Order Total: \$96,900.00

Crossroads Grass Root Political Agency: Mentzer Media Services
Advertiser: Crossroads Grass Roo
Product: CROSSROADS GPS
Alternate Order #: 09776216
Estimate #: 1000
Flight Dates: 10/30/12 - 11/06/1
Demo: Adults 35+

- 11/06/12

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

J (x Jat 3:35.70 1 Preempted Spot Information (44902-11-1):
Rate: \$2,000.00
Air Date: Sat 11/03/12
Eligible Days: -----Sa--

Inventory Code: Sat Reg 3
Inventory Description: Sat Reg 3
Inventory Code Time: 10:00 PM-11:00 PM

NM Type: Spot

30 Length:

Channel(s): [1] WKRC Priority: Preemptible w/o Notice

(Spot - Preempt) -No Return Event 2 Program Change Priority: Preem Preempt Reason:

(44902-10-1):

Preempted Spot Information Rate: \$1,200.00 Air Date: Sat 11/03/12 Eligible Days: -----Sa--

Inventory Code: Sat Reg 2 Inventory Description: Sat Reg 2 Inventory Code Time: 9:00 PM-10:00 PM

es in the parison of the parison of

Inventory Code

Spot Type:

:30

Channel(s): [1] WKRC Priority: Preemptible w/o_Notice Priority: Precur

-No Return Program Change

Spot Manager: All, 10/30/12-11/06/12



Weekday Air Time Length Ad-ID Inv. Code (Booked) Time Period Order Product Descripti Estimate # Priority | Spot # AE Date Rate Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 44902 Line: 1 1MWASH 3:00 PM-4:00 PM CROSSROADS GPS 1000 P-3 :30 \$500.00 Let's Make a Deal 10/30/12 Tuesday3:58:32 PM 1000 P-3 2 MWASH 10/31/12Wednesday3:29:21 PM :30 \$500.00 Let's Make a Deal 3:00 PM-4:00 PM CROSSROADS GPS \$500.00 3:00 PM-4:00 PM CROSSROADS GPS 1000 P-3 4 MWASH 11/01/12 Thursday3:28:36 PM :30 Let's Make a Deal P-3 3 MWASH :30 \$500.00 Let's Make a Deal 3:00 PM-4:00 PM CROSSROADS GPS 1000 11/02/12 Friday3:59:02 PM \$2,000.00 4045-5 4 Line: 2 P-2 1 MWASH 4p Local 12 News at Fo (4:00:00 PM-4:30:00 PCROSSROADS GPS 1000 10/30/12 Tuesday 1:27:21 PM :30 \$850.00 2 MWASH 4p Local 12 News at Fo (4:00:00 PM-4:30:00 PCROSSROADS GPS 1000 P-2 \$850.00 10/31/12/Wednesday 1:12:56 PM :30 4p Local 12 News at Fo (4:00:00 PM-4:30:00 P CROSSROADS GPS 1000 P-2 4 MWASH 11/01/12 Thursday 1:13:26 PM :30 \$850.00 3 MWASH Friday 1:19:41 PM :30 \$850.00 4p Local 12 News at Fo (4:00:00 PM-4:30:00 P CROSSROADS GPS 1000 P-2 11/02/12 4 \$3,400.00 Line: 3 5p Local 12 News at Fiv (5:30:00 PM-6:00:00 PCROSSROADS GPS 1000 P-2 2 MWASH \$1,100.00 10/30/12 Tuesday5:34:11 PM :30 1 MWASH P-2 10/31/12Wednesday5:49:48 PM :30 \$1,100.00 5p Local 12 News at Fiv (5:30:00 PM-6:00:00 PCROSSROADS GPS 1000 P-2 3 MWASH 5p Local 12 News at Fiv (5:30:00 PM-6:00:00 PCROSSROADS GPS 1000 11/01/12 Thursday 5:49:18 PM :30 \$1,100.00 5p Local 12 News at Fiv (5:30:00 PM-6:00:00 PCROSSROADS GPS 1000 P-2 4 MWASH Friday5:34:21 PM \$1,100.00 11/02/12 :30 \$4,400.00 Line: 4 P-2 2 MWASH 1000 10/30/12 Tuesday5:19:32 PM \$1,200.00 6p Local 12 News at Six 6:00 PM-6:30 PM CROSSROADS GPS 6p Local 12 News at Six 6:00 PM-6:30 PM CROSSROADS GPS 1000 P-2 1 MWASH 10/31/12Wednesday):11:53 PM \$1,200.00 :30 2 \$2,400.00 Line: 5 P-3 1 MWASH :30 \$900.00 M-F 7p-730p 7:00 PM-7:30 PM CROSSROADS GPS 1000 10/30/12 Tuesday 7:27:34 PM 2 MWASH \$900.00 CROSSROADS GPS 1000 P-3 10/31/12 Wednesday 7:03:56 PM :30 M-F 7p-730p 7:00 PM-7:30 PM P-3 3 MWASH M-F 7p-730p 7:00 PM-7:30 PM CROSSROADS GPS 1000 11/01/12 Thursday 2:22:14 PM :30 \$900.00 4 MWASH P-3 :30 \$900.00 M-F 7p-730p 7:00 PM-7:30 PM CROSSROADS GPS 1000 11/02/12 Friday 7:03:56 PM the section \$3,600.00 Line: 6 P-3 2 MWASH Tuesday 2:11:15 XM :30 \$650.00 Letterman 11:35 PM-12:35 XM CROSSROADS GPS 1000 10/30/12 CROSSROADS GPS 1000 P-3 1 MWASH 10/31/12Wednesday2:24:15 XM :30 \$650.00 Letterman 11:35 PM-12:35 XM \$650.00 11:35 PM-12:35 XM CROSSROADS GPS 1000 P-3 3 MWASH 11/01/12 Thursday : 46:30 PM :30 Letterman P-3 4 MWASH 11/02/12 Friday 2:23:30 XM :30 \$650.00 Letterman 11:35 PM-12:35 XM CROSSROADS GPS 1000 4 \$2,600,00 Line: 7 1000 P-3 1 MWASH CROSSROADS GPS 10/30/12 Tuesdayl:04:49 PM :30 \$2,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM 2 MWASH CROSSROADS GPS 1000 P-3 \$2,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM 10/31/12 Wednesday 1:33:00 PM :30 CROSSROADS GPS 1000 P-3 3 MWASH \$2,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM 11/01/12 Thursday : 18:27 PM :30 :30 \$2,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM CROSSROADS GPS 1000 P-3 5 MWASH 11/02/12 Friday : 05:14 PM P-3 4 MWASH 11/03/12 Saturday 1:33:30 PM :30 \$2,400.00 11p M-Su Local 12 New 11:00 PM-11:35 PM CROSSROADS GPS 1000

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Order Product Descripti Estimate # Priority Spot # AE Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV Order: 44902

: WKRC-TV									
ler: 44902									
Line: 7									
11/04/12	Sunday 1:11:06 PM	:30	\$2,400.00	11p M-Su Local 12 Ne		CROSSROADS GPS	1000	P-3	6 MWASH
	使有其物的 化电子		\$14,400.00	344 计图像设备数		/\$14 Enter 1821 187			6
Line: 8									
10/30/12	Tuesday3:19:07 PM	:30	\$6,500.00	Tue Reg 1	8:00 PM-9:00 PM	CROSSROADS GPS	1000	P-2	1 MWASH
化基金 計算	分类的性别是由于在 1		\$6,500.00	Constitution of the falls			tation de		1
Line: 9									
11/02/12	Friday):28:00 PM	:30	\$5,000.00	Fri Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1000	P-2	1 MWASH
el de la lace		4.5 M	\$5,000.00	de ve diament diam					. 1
Line: 10									
11/03/12	Saturday	:30	\$1,200.00	Sat Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1000	P-3	1 MWASH
oral Marie	医神经神经 化二氯		\$1,200.00			sand interest to ensure			1
Line: 11									
11/03/12	Saturday	:30	\$2,000.00	Sat Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1000	P-3	1 MWASH
	State Balling State		\$2,000.00			sin madamini (1882)		1000	1
Line: 12									
11/04/12	Sunday):58:46 AM	:30	\$1,800.00	Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	1000	P-1	1 MWASH
Market Handard	AMELIANDE	. [\$1,800.00						1]
Line: 13									
11/04/12	Sunday3:58:56 PM	:30	\$35,000.00	Bengals vs Cleveland	(1:00:00 PM-4:00:00	PCROSSROADS GPS	1000	P-2	1 MWASH
			\$35,000.00					(2)	1]
Line: 14									
11/04/12	Sunday):39:58 PM	:30	\$5,000.00	Sun Reg 3	(9:00:00 PM-10:00:00	CROSSROADS GPS	1000	P-3	1 MWASH
ALLEYS			\$5,000.00						1
Line: 15									
11/05/12	Monday3:28:36 PM	:30	\$500.00	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	1 MWASF
			\$500.00						1
Line: 16									
11/05/12	Monday 1:27:51 PM	:30	\$850.00	4p Local 12 News at F	o (4:00:00 PM-4:30:00	PCROSSROADS GPS	1000	P-2	1 MWASH
			\$850.00						1
Line: 17									
11/05/12	Monday5:56:51 PM	:30	\$1,100.00	5p Local 12 News at F	iv (5:30:00 PM-6:00:00	PCROSSROADS GPS	1000	P-2	1 MWASH
			\$1,100:00						1
Line: 18									
11/05/12	Monday3:20:37 PM	:30	\$1,200.00	6p Local 12 News at S	6:00 PM-6:30 PM	CROSSROADS GPS	1000	P-2	1 MWASH
			\$1,200.00						1
Line: 19									
11/05/12	Monday':22:29 PM	:30	\$900.00	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	1MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Weekday | Air Time | Length Rate Ad-ID Inv. Code (Booked) Time Period Order Product Descripti Estimate # Priority | Spot # AE Date Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 44902 Line: 19 \$900.00 Line: 20 1000 P-3 1 MWASH Mondayl:46:15 PM \$650.00 Letterman 11:35 PM-12:35 XM CROSSROADS GPS 11/05/12 \$ \$4.94 \$650.00 Line: 21 1 MWASH 11p M-F Local 12 News 11:00 PM-11:35 PM 1000 P-3 CROSSROADS GPS \$2,400.00 11/05/12 Monday 1:19:34 PM 1 \$2,400.00 42 \$96,900.00 42 \$96,900.00 42 \$96,900.00 42 \$96,900.00 42 \$96,900.00

[Filtered by:] [Sorted by: Station]